

Social hub

FEATURE YOUR FANS ON THE LANDING PAGE FOR ENGAGEMENT

the problem

Think back to the last time you were looking for a new restaurant to try. Maybe your officemate won't shut up about their favorite salad stand or you turned to Yelp to glean from the collective thoughts of opinionated foodies, "The food was good but they served the wrong kind of after-dinner mints. 2 stars" You likely didn't turn on the TV, wait for the commercials, and get enticed by that perfectly shot 30 second spot for angus beef burrito burgers at a fast-casual chain. That's the challenge marketers face today. Your customers trust user reviews over ads, selfies over sponsorships, and tweets over press releases. It puts traditional marketing channels in a tough spot. We put so much effort into creating perfect marketing materials but at the end of the day customers trust other customers more than they trust us. Simple as that. Brands need a way to market with the authenticity and power of their fans.

the solution

If only you could put your most loyal fans on retainer to do your marketing for you. Chances are you already are doing a bit of that by leveraging your customers through things like ratings and reviews to help influence purchases. Maybe you have activated your advocates and champions, the true believers that sing your praises to anyone that will listen. But all too often that's where customer powered marketing stops. Most brands only utilize their customers for a tiny portion of their marketing campaigns and tactics.

Think about your websites. What if when you bring visitors to your site instead of seeing the same hero images and featured content they saw fans just like them sharing genuine love and experiences around your brand. That delivers engagement that traditional landing pages can't match. How do you deliver that experience though? You need some way to discover and curate the best fan content, make sure it meets your stringent brand guidelines, and make it a joy for new customers to view and interact with. A way for marketing managers to reinforce the brand and drive excitement for products and events with engaging digital experiences. Sprinklr Social Hub does that, bringing the voice of the customer to your digital properties in an engaging branded experience.



50% of millennials reported that UGC (User Generated Content) is more influential on purchase decisions than any other media.

IPSOS & CROWDTAP 2015

how we do it

CREATE ON BRAND, REAL-TIME GALLERIES ON YOUR DIGITAL PROPERTIES

- Build on-brand in-site gallery designs with a drag-and-drop wizard that takes the guesswork out of social channel design requirements
- Leverage powerful automation to more efficiently discover, select, and display content that matches your criteria
- Showcase the best content at the top of your Social Hub with pinnable featured content
- Ensure your content stays up during peak times with Stay Alive technology







SOCIAL MEETS STYLE WITH FLEXIBLE DESIGN AND LAYOUT OPTIONS

MAKE IT EASY FOR FANS TO EXPLORE AND AMPLIFY YOUR PRODUCTS

- Curate content based on custom contests, themes, campaigns, and more
- Place brand and user content directly into the buying path with shoppable links and Hubs primed for either standalone or iFrame page display
- Manage User Generated Content requests and approvals in Sprinklr to streamline permissions from top content producers






JOIN US IN CELEBRATING YOUR NYC MARATHON JOURNEY!

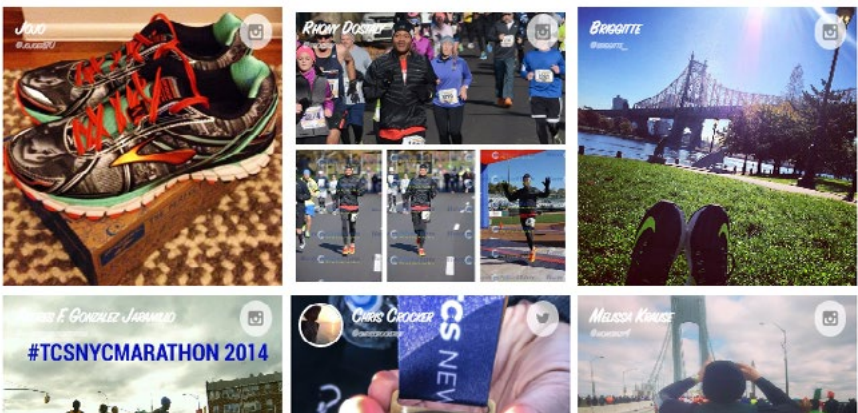
Share your favorite training, race day and post-run festivity photos on    

Tag your posts with **#RunHappyNYC** and be entered for a chance to win a pair of limited edition **Brooks Freedom Adrenaline GTS 15s**

#RUNHAPPYNYC

As you gear up for this incredible journey, join **Brooks Running**, the **New York Running Company**, and fellow **RunHappyNYCers** by sharing everything from your must-have socks to your miles logged and tagging your posts with...what else? **#RunHappyNYC**



COLLECT AND CURATE THE BEST BRAND AND FAN-DRIVEN CONTENT FROM ACROSS THE SOCIAL WEB

- Discover content on your owned channels or extend your search with Boolean and hashtag queries
- Showcase global fan content from top social networks like Facebook, Twitter, Instagram, YouTube, VK, and Sina Weibo
- Moderate, select, and reject content in real time with custom monitoring dashboards and flexible approval workflows

CURATE AND PUBLISH THE BEST CONTENT FROM YOUR FANS FROM ANY CHANNEL OR SOURCE



MAKE FANS – YOUR TOP PRODUCT ADVOCATES – PART OF THE BRAND EXPERIENCE